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Activated carbon particles or fabrics are coated with a deformable or water-insoluble coating material including a binding agent and a masking agent that can be colored. The coating material can provide sufficient diffusivity to permit excellent efficiency in adsorption of materials in spite of the presence of a coating layer on the activated carbon. The use of a deformable binding agent yields coated particles that make relatively less noise when the particles flow or are moved in use, and that have improved tactile properties in use. High performance colored activated carbon materials can be produced and placed in absorbent articles, overcoming common objections about the black color of activated carbon.

In the Claims, please cancel Claims 61-79 and substitute the following Claims 1, 13, 24, 25, and 28 (Amended) for the pending Claims 1, 13, 24, 25, and 28.

sub B1
A2
1. (Amended) Activated carbon coated with a water-insoluble coating material comprising a binding agent and a masking agent, the coating material having an add-on level relative to the uncoated activated carbon of at least 5%, and the coated activated carbon having a Relative Adsorption Efficiency with respect to at least one odoriferous agent of at least 30%, the odoriferous agent being selected

from the group comprising ammonia, triethylamine, trimethylamine, dimethyldisulphide, and isovaleric acid.

13. (Amended) The coated activated carbon material of Claim 1, wherein the coating material is opaque and is not white or gray.

24. (Amended) The coated activated carbon of Claim 1, wherein the masking agent is more concentrated at an outer surface of the coating material than at an inner surface of the coating material.

25. (Amended) The coated activated carbon of Claim 1, wherein the masking agent is more concentrated at an inner surface of the coating material than at an outer surface of the coating material.

28. (Amended) The coated activated carbon of Claim 27, wherein the binding agent is insoluble in water.